PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

Richmond, Virginia

To: Dr. R. Ferguson Date: September 16, 1991

From: R. A. Fenner

Subject: Operations Support - Projections for 1992

Objective:

To examine competitive cigarettes on a regular basis to determine changes in the physical and cigarette smoke characteristics. Two hundred and fifty-three (253) major brands (annual sales ≥ 0.15 billion) and 83 minor brands (annual sales <0.15 billion) are currently tested.

Operational Plan:

Domestic competitive brands with annual sales ≥ 0.15 billion are received monthly from ten cities. All brands are tested monthly for FTC tar and nicotine deliveries, carbon monoxide, total and filter RTD, ventilation, cigarette length, circumference, paper component, permeability, filter length, filter weight, tobacco weight, rod density, total alkaloids and total reducing sugars. Mentholated brands are tested each month for menthol in smoke, filler and filter. Once each quarter, in addition to the analyses listed above, these brands are analyzed for humectants and plasticizer. Filler rod TPM, filter efficiency, static burning time, reconstituted material, expanded tobacco and expanded stems are determined semiannually. Plans include instituting testing of the elemental composition of the cigarette papers for these products. The competitive brands with annual sales <0.15 billion are received semiannually. These brands are tested for FTC tar and nicotine deliveries, carbon monoxide, total RTD, ventilation, cigarette length, circumference, permeability and filter length. Mentholated brands are tested for menthol in smoke.

In addition, salesmen samples, i.e. those cigarettes that the competition may be launching in test markets, are forwarded for a complete analysis.

Resources in Man Years: 6.5

Primary Contact Person: R. A. Fenner (Ext. 3585) or Kathy Mitchell (Ext. 2429) - Operations Center/T2W

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Objective: To examine Marlboro King Size on a quarterly basis from each of the Philip Morris factory locations.

Operational Plan: Samples of special runs of Marlboro King Size are received each quarter from each factory location. Standard C.I. analyses are performed on each sample in addition to some special tests. These tests include: humectants, firmness, CV, loose ends, coal removal, sieves, and gas phase analyses.

Resources in Man Years: 2

Primary Contact Person: R. A. Fenner (Ext. 3585) or Kathy Mitchell (Ext. 2429) - Operations Center/T2W

Objective: To determine the variation in tobacco that is utilized in cigarettes by measuring the alkaloids and sugars.

Operational Plan: Samples are received on a weekly basis from each factory location for Marlboro blend and analyzed for alkaloids and reducing sugars. Trends in blending can be documented over time using these data.

Resources in Man Years: 0.5

Primary Contact Person: R. A. Fenner (Ext. 3585) or Joe Garman (Ext. 3505) - Operations Center/T2W

R. A. Fenner, RT

RAF:rrt

cc: Dr. C. Ellis
Mr. J. Garman
Dr. C. Lilly
Ms. K. Mitchell

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